

Positive vs. Negative Donation Page Language

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Hypothesis: Negative landing page language will be more persuasive in converting donors than positive language.

We measured clicks as the sample metric, and the number of donations as the testing metric. We ran a total of five tests, some via email and some via SMS. Here are the aggregate stats:

Control Group: Was directed to a donation page with a positive tone

- Total clicks: 1,220
- Total donations: 39
- Average conversion rate: 3.20%

Treatment Group: Was directed to a donation page with a negative tone

- Total petition leads: 1,279
- Total donations: 50
- Average conversion rate: 3.91%

Of the five tests executed, two of them yielded over a 99% confidence level in favor of the negative LP language, and one in favor of the positive LP language. The other two tests did not have a statistically valid result.

Key Takeaway: Using a negative tone on the donation page led to a slightly higher conversion rate. After aggregating the results, we found that negative copy converted better than positive copy with a 66.4% confidence level. This experiment suggests that utilizing a negative sentiment may be more effective in motivating users to donate, but further experimentation is required to validate that hypothesis.

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Conservatives came out on top in the primaries, but we have an uphill battle as we head into the general election in November.

George Soros and his allies are dropping BIG money to ensure their woke, soft-on-crime policies remain intact.

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